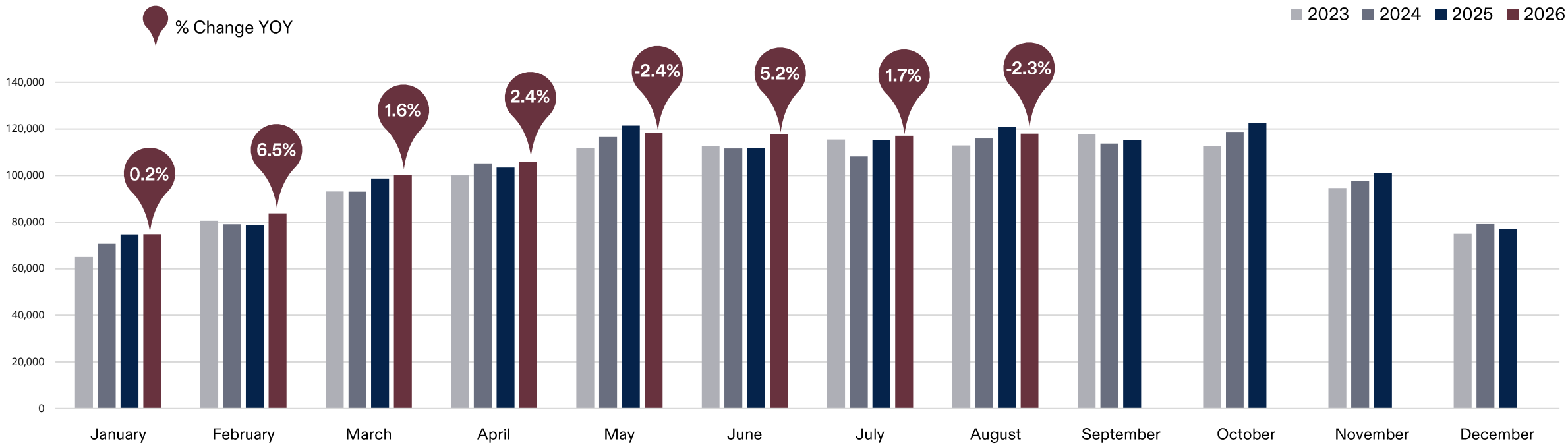
Napa Valley Lodging Demand by Month



Jan-Aug 2026 YTD	Occupancy	ADR	RevPAR	Revenue	Supply	Demand
2026	64.5%	$425.69	$274.71	$355,563,166	1,294,319	835,261
2025	64.6%	$414.30	$267.80	$341,302,196	1,274,476	823,812
YOY % change/2025	-0.2%	+2.8%	+2.6%	+4.2%	+1.6%	+1.4%

Demand is the number of rooms sold. **Occupancy** is the percentage of available rooms sold (rooms sold divided by rooms available).

Source: Smith Travel Research, January 2023 - August 2026

Lodging: Month of August 2026

COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	**70.8%**	**-4.8%**	**$444.67**	**-0.6%**	**$314.64**	**-5.4%**
Sonoma County	71.0%	0.5%	$232.43	0.8%	$164.95	1.3%
Monterey County	80.8%	1.4%	$354.07	-7.1%	$286.03	-5.8%
San Luis Obispo County	74.6%	-1.5%	$226.44	2.5%	$168.90	0.9%
Santa Barbara County	77.7%	2.9%	$323.70	6.5%	$251.63	9.6%
San Francisco County	79.2%	9.5%	$223.00	8.6%	$176.60	18.9%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	70.8%	-16.4%	$141.54	-12.4%	$100.25	-26.7%
Napa (City of)	72.4%	-4.1%	$349.71	-5.9%	$253.35	-9.8%
Yountville	65.7%	-1.5%	$749.03	1.0%	$491.84	-0.5%
St. Helena	72.8%	-5.3%	$648.74	7.4%	$472.32	1.6%
Calistoga	66.6%	-3.2%	$656.01	10.0%	$436.87	6.4%
Unincorporated Co.	70.9%	-6.1%	$653.62	5.8%	$463.53	-0.7%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	69.7%	0.8%	$1,088.92	2.5%	$758.76	3.3%
VNV Limited-Service	73.6%	-8.7%	$192.98	-12.1%	$142.02	-19.8%
VNV Group	72.6%	-5.9%	$324.05	-2.8%	$235.34	-8.5%

TAKEAWAYS

1. Napa occupancy is down YOY and lags the competitive set. ADR is flat. The central coast markets showed mixed results while SF saw solid gains in every metric as their recovery continues.

2. Occupancy was down YOY in every jurisdiction. American Canyon and City of Napa were down in ADR YOY.

3. Luxury properties continued to grow ADR with flat Occ.

Source: Smith Travel Research, August 2026

Lodging: YTD January-August 2026

COMPETITIVE REGIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
Napa County	**64.5%**	**-0.2%**	**$425.69**	**2.8%**	**$274.71**	**2.6%**
Sonoma County	64.3%	5.7%	$214.10	1.1%	$137.68	6.9%
Monterey County	72.5%	3.5%	$285.69	3.9%	$207.24	7.5%
San Luis Obispo County	68.7%	2.3%	$201.07	3.8%	$138.05	6.2%
Santa Barbara County	70.8%	3.6%	$271.51	7.1%	$192.30	10.9%
San Francisco County	72.8%	8.5%	$270.99	12.1%	$197.34	21.7%

JURISDICTIONS	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
American Canyon	70.6%	-1.5%	$147.01	-6.7%	$103.83	-8.1%
Napa (City of)	65.6%	-1.7%	$348.37	0.8%	$228.66	-1.0%
Yountville	58.2%	4.4%	$715.27	3.1%	$416.16	7.6%
St. Helena	67.8%	-0.4%	$589.34	2.2%	$399.49	1.8%
Calistoga	62.6%	-1.3%	$583.70	7.1%	$365.39	5.7%
Unincorporated Co.	62.5%	5.2%	$609.27	4.9%	$380.72	10.3%

SERVICE TYPE	Occupancy	YOY %	ADR	YOY %	RevPAR	YOY %
VNV Luxury	62.0%	4.7%	$1,003.76	4.1%	$622.77	9.0%
VNV Limited-Service	68.7%	-3.3%	$194.40	-3.0%	$133.65	-6.1%
VNV Group	66.1%	-0.7%	$318.45	1.2%	$210.39	0.5%

TAKEAWAYS

1. Napa County occupancy is flat year over year, on par with Sonoma, and lags central coast markets.
2. Year to date, RevPAR is positive for up-valley jurisdictions. City of Napa is flat, and American Canyon is down with the recent increase in Supply.
3. Luxury has balanced rate and occupancy for continued RevPAR growth, while Limited-Service declines.

Source: Smith Travel Research, January - August 2026